

PATENT

MS137797.1

CERTIFICATE OF FACSIMILE

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being submitted via facsimile to: (703) 746-7238 Box AF, Assistant Commissioner for Patents, U.S. Patent and Trademark Office, Washington, D.C. 20231

Date: 12/20/02

Kelly M. Jenkins

*Lorraine
Responses
January 29, 2003***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicants: David E. Heckerman, et al.

Examiner: Daniel Lastra

Serial No: 09/450,262

Art Unit: 2162

Filing Date: November 29, 1999

Title: TRANSMISSION OF INFORMATION DURING AD CLICK-THROUGH

Box AF

Assistant Commissioner for Patents
U.S. Patent and Trademark Office
Washington, D.C. 20231

REPLY TO FINAL OFFICE ACTION DATED NOVEMBER 19, 2002

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the comments herein.

AMIN & TUROCY, LLP

FACSIMILE

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Date: January 27, 2003

TO: EXAMINER Daniel Lastra

FACSIMILE NO.: 703-746-5541

FROM: Kelly M. Jenkins
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No. of Pages Including Cover 10

RE: U. S. Patent Application Serial No. 09/450,262
Applicant: David E. Heckerman
Filing Date: November 29, 1999

Dear Examiner Lastra:

Attached is a copy of our reply timely faxed to the USPTO on December 20, 2002 to the Final Office Action dated November 19, 2002.

Should you have any questions or comments, please let me know.

Regards,


Kelly M. Jenkins
Paralegal

01/27/2003 12:34 FAX 216 696 8731

AMIN, & TURCY LLP.

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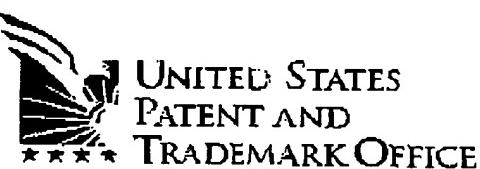
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Date 12/20/02	
Daniel Laskin	
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE	
In re patent application of:	
Applicant: David E. Heckmann, et al.	
Serial No.: 09/450,252	
Filing Date: November 29, 1999	
Title: TRANSMISSION OF INFORMATION DURING AD CLICK-THROUGH	
Box AF Assistant Commissioner for Patents U.S. Patent and Trademark Office Washington, D.C. 20231	
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